



**Tom Barrett**  
Mayor, City of Milwaukee

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Contact: Jodie Tabak, (414)286-8504  
Rosalind Rouse, (414)286-2803

## **MAYOR BARRETT ANNOUNCES "WAVE" WATER RATE TO ATTRACT BUSINESSES**

The City of Milwaukee is offering discounted water rates to water-intensive business with a new Economic Development Rate (EDR), also known as the WAVE Rate, Water Attracting Valued Employers. The city's Milwaukee Water Works (MWW) discount can be used to help attract business and encourage expansion by its customers.

Mayor Tom Barrett directed the MWW in February 2010 to ask the Public Service Commission (PSC) of Wisconsin to design the rate, which could result in long-term benefit to taxpayers of the city by adding tax base and creating jobs. The MWW has an abundant water supply, available treatment and distribution capacity, so obtaining new business spreads the fixed costs of the utility over a larger customer base.

The utility will give discounted water rates for a five-year period to new or expanding businesses within its service area in exchange for increased water usage and creation of living-wage jobs. Businesses must have a plan for water use and efficiency so water is not wasted.

"We enjoy the benefits of one of the world's great bodies of fresh water, Lake Michigan. While some cities face a water supply crisis, Milwaukee has a plentiful, reliable supply of water delivered by one of the nation's top water utilities," Barrett said. "Water users like Miller-Coors, Coca-Cola, Campbell's and Cargill Meat Solutions already enjoy the advantage of low-cost, high-quality, abundant Milwaukee water. The WAVE Rate, along with the Water Works' declining block rate, provides incentives to do business in Milwaukee."

Water plays a key role in business attraction and retention in Milwaukee and southeastern Wisconsin, Barrett said. "The WAVE Rate provides an opportunity for water-intensive companies to play a key role in the region's economic development. We can put our capacity to work on behalf of companies in the region and the nation that need a reliable water supply."

### **About the WAVE Rate**

#### **1. Water usage requirement**

A new customer must use at least 668 Ccf (500,000 gallons) of water per month, excluding irrigation water and cooling water. An existing customer must have a baseline water usage of at least 1,337 Ccf (1 million gallons) per month, and its usage must increase by 2,500 Ccf (1.5 million gallons) per month or 50% over its baseline water usage per month, whichever is less,

excluding irrigation water and cooling water. Baseline water usage is the highest amount used in one month in the 24 months preceding the application for the EDR.

## **2. Job creation requirement**

Within 90 days of EDR approval, a new customer must create at least 25 new living-wage jobs in the MWW service area. Within 90 days of EDR approval, an existing customer must create at least 25 new living-wage jobs in the MWW service area over and above the customer's average workforce in the service area for the 12 months prior to approval for the EDR. The new jobs must be retained throughout the 60-month period of EDR eligibility. The living wage is established by the City of Milwaukee. In 2011, the living-wage rate is \$8.80/hour.

## **Additional requirements**

- Customers applying for the EDR must submit to the MWW a water use and efficiency plan, estimating expected water uses by type and quantity, and demonstrate they have implemented the cost-effective, industry best management practices for water use efficiency.
- Irrigation and cooling water are not eligible for the EDR and will be billed at applicable nonresidential general service rates. Customers must, at their own expense, install plumbing for a secondary meter or meters to measure the use of this water separately.

## **Disqualification**

Customers will be disqualified from the EDR if:

- Minimum usage requirements are not met for any four consecutive monthly billing periods, or
- The average number of living-wage jobs created falls below 25 during any nine-month period, or
- Annual audit by MWW finds water use and efficiency plan is not in place and after 90 days, customer fails to implement a plan.

Find complete details online at [www.milwaukee.gov/water](http://www.milwaukee.gov/water) > Business Services.

## ***About the Milwaukee Water Works***

The Milwaukee Water Works is a national leader in providing high-quality, healthful drinking water and monitoring water quality. Milwaukee's drinking water quality meets or exceeds all EPA and Wisconsin health standards. The City of Milwaukee-owned public utility provides pure, safe water to 16 communities: Milwaukee, Brown Deer, Butler, Franklin, Greendale, Greenfield, Hales Corners, Menomonee Falls, Mequon, New Berlin, Shorewood, St. Francis, Thiensville, Wauwatosa, West Allis, West Milwaukee, and to the Milwaukee County Grounds facilities.

Since 1993, the Milwaukee Water Works has invested \$362 million in its infrastructure, from treatment plants to distribution systems, to ensure a reliable supply of high quality drinking water. The utility treats Lake Michigan water with ozone as the primary disinfectant to destroy microorganisms that cause disease, reduce the formation of disinfection byproducts, and remove taste and odor. Coagulation and flocculation, sedimentation, biologically active filtration, and chloramine disinfection ensure high quality water from the tap.